

**REMARKS**

Claims 1, 4-12, 14 and 15 are pending in this application.

By this Amendment, claims 1 and 12 are amended to recite additional features disclosed in the specification at, for example, Figs. 3A and 4. Reconsideration of the application is respectfully requested.

The Office Action rejects claims 1, 4-10, 12 and 14 under 35 U.S.C. §102(b) over U.S. Patent No. 5,712,652 to Sato et al.; rejects claim 11 under 35 U.S.C. §103(a) over Sato in view of U.S. Patent No. 6,559,821 to Ichikawa et al.; and rejects claim 15 under 35 U.S.C. §103(a) over Sato in view of U.S. Patent No. 6,924,824 to Adachi et al. These rejections are respectfully traversed.

Claim 1 is amended to clarify that the first switch generates the data-inversion signal by switching between output of a ground voltage and a different voltage output from the storage unit in accordance with the phase-inversion signal. Claim 12 is similarly amended. Thus, the phase-inversion signal merely drives the first switch and so does not need to be powerful enough to drive the liquid crystal. Instead, the data-inversion signal, which is generated by voltage from outside sources, is transmitted to the electrode to drive the liquid crystal if selected by the second switch.

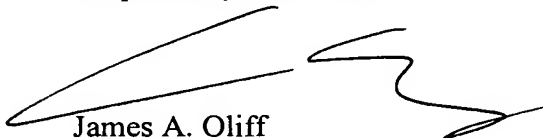
In contrast, the CMOS transfer gate 9 of Sato merely transfers the ac drive signal (from line 8) when the gate 9 is turned ON. See Fig. 1, col. 9, lines 36-61; and col. 12, lines 11-19. Because the ac drive signal itself is applied to the liquid crystal via the pixel electrode 3, the ac drive signal must be powerful enough to achieve this task, which requires more expensive circuitry. Also, the ON/OFF of the gate 9 is based on the data holding state of the digital memory cell 100, and is always the opposite of the CMOS transfer gate 11, and so is different from the switching operation of the claimed first switch.

In view of the above, Sato does not disclose or suggest that the first switch generates the data-inversion signal by switching between output of a ground voltage and a different voltage output from the storage unit in accordance with the phase-inversion signal, as recited in claim 1, and similarly recited in claim 12. Also, Ichikawa and Adachi do not supply the subject matter lacking in Sato. Hence, Sato, Ichikawa and Adachi, either individually or in combination, do not disclose or suggest the subject matter recited in claims 1 and 12, and claims 4-11, 14 and 15 depending therefrom. Accordingly, withdrawal of the rejection of claims 1, 4-12, 14 and 15 under 35 U.S.C. §102(b) and §103(a) is respectfully requested.

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of claims 1, 4-12, 14 and 15 are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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